

IDENTIFY GOALS, OBJECTIVES, AND STRATEGIES

Goals, objectives, and strategies are the outline of what needs to be done to address the needs/problems. In setting goals, objectives, and strategies, consider these questions:

- What are the expected outcomes?
- What are the cost and time to accomplish the goals and take action?
- Is there any research demonstrating that interventions are effective?
- What agency or group is willing to assume responsibility for achieving the goal or taking action?
- Are there baseline data so the goals and strategies can be tracked?
- What kind of communication in social marketing strategies as well as in technology will be needed to reach the goals of taking action?
- To ensure a broad-based document, identify the targeted populations and the channels for reaching them. Are there populations experiencing disparities in health status?

GOALS are the end toward which the efforts are directed. They are to be achieved over a long-term period of years.

OBJECTIVES are short-term goals to describe how much change is sought, of what kind, and by whom. They should fit the following criteria: (S.M.A.R.T.+C)

Specific: Are they specific? What is to be achieved? Who is expected to change, by how much and by when?

Measurable: Can data/information be collected, detected, or obtained from records? Is there a baseline indicator?

Achievable: Can they really be met? Are they realistic?

Relevant: Are they relevant to the mission or vision of your group? Do they show what the group hopes to accomplish and why?

Timed/Timely: Do they include a timeline by which they will be achieved?

+Challenging: Do they stretch the group to set its aims on significant improvement of importance to the community?

EXAMPLE 1

Goal: By 2021, reduce bullying among students in county Y.

Objective: Reduce the percentage of county Y students in grades 6, 8, and 11 who have experienced bullying on school property from 50% in 2010 to 40% by 2021.

Strategy: By 2017, develop and enforce a policy that places sanctions on students engaging in bullying.

EXAMPLE 2

Goal: By 2021, reduce sexual violence among students in county Y.

Objective: By 2021, reduce by 10% the percentage of 11th grade students in county Y who report being physically forced to have sexual intercourse.

Strategy: By 2017, increase by 20% the number of 11th grade students in county Y participating in comprehensive community sexual violence prevention programming.

STRATEGIES/ACTION STEPS provide the details on how to achieve the objectives and answer the questions: How do we get there from here? What agency or group is responsible for carrying out the strategy? A good strategy takes into account existing barriers and resources (e.g., people, money, power, materials).